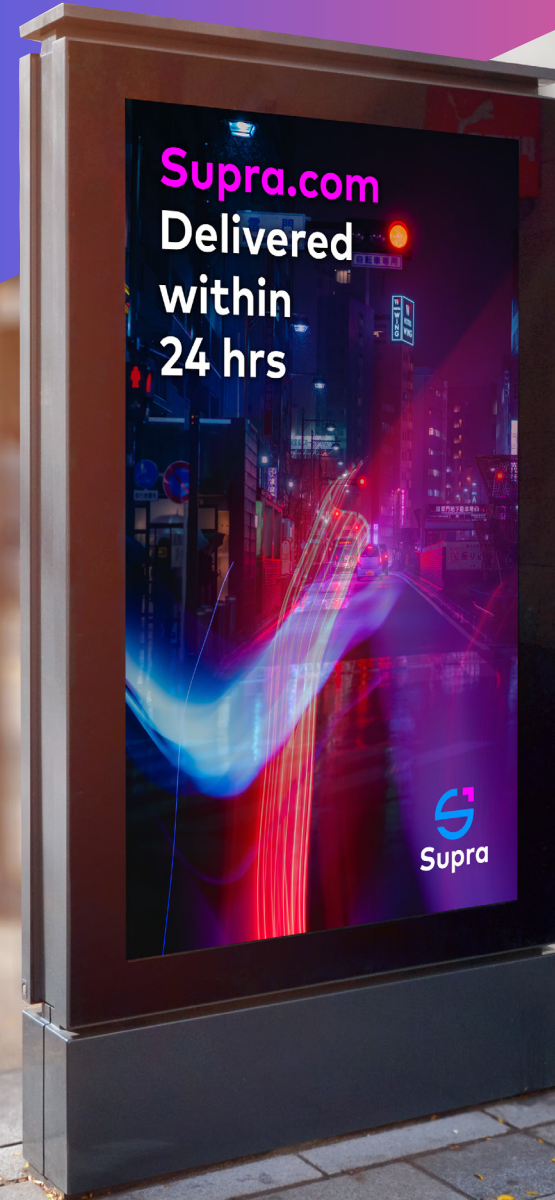


D-OOH SAMPLE REPORT SUPRA IMAGE CAMPAIGN

November 12th, 2023



SAMPLE REPORT
Using random numbers

CONTENT

- 01 **Scope**
- 02 **Timing**
- 03 **Allocation**
- 04 **Frequency**
- 05 **Results**



SCOPE



D-OOH Campaign-Report: Supra Image Campaign

Zone:

- ✓ United Kingdom

Target Group:

- ✓ 20-49

Media:

- ✓ OOH (Oct 23 – Nov 11, 2023 – 14 Days)
- ✓ DOOH (Oct 23 – Nov 11, 2023 – 14 Days)

Amount:

- ✓ 1.800 Sites










TIMING

- Timing by Sites
- Monthly Frequency
- Weekly Frequency
- Daily Frequency



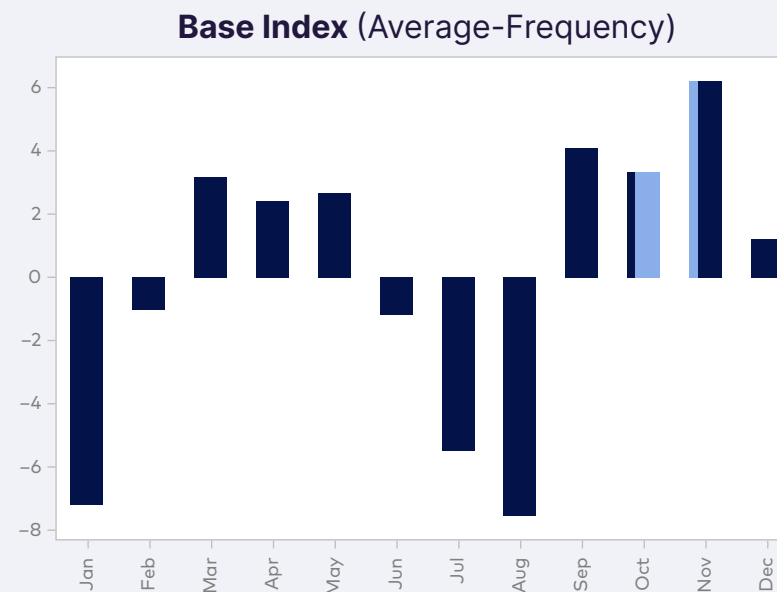
TIMING BY SITES

The total campaign duration was **14 days**, and ran from **October 23 till November 5, 2023**

	VENDOR	MEDIA TYPE	AMOUNT	WEEK 41	WEEK 42	WEEK 43	WEEK 44	WEEK 45
OOH	Clear Channel	  Billboard, AdShel	1.200			Oct 23 – Nov 5, 2023 (14 Days)		
	JCDecaux	  Billboard, Street Furniture	300			Oct 23 – Nov 5, 2023 (14 Days)		
	Global	  Billboard, Street Furniture	50			Oct 23 – Nov 5, 2023 (14 Days)		
	Vistar Media	  Billboard, Street Furniture	50			Oct 23 – Nov 5, 2023 (14 Days)		
			1.600					
DOOH	Clear Channel	 AdShel Live	100			Oct 23 – Nov 5, 2023 (14 Days)		
	JCDecaux	 Digital Screens	100			Oct 23 – Nov 5, 2023 (14 Days)		
			200					
Total			1.800			Oct 23 – Nov 5, 2023 (14 Days)		

MONTHLY FREQUENCY (BASE)

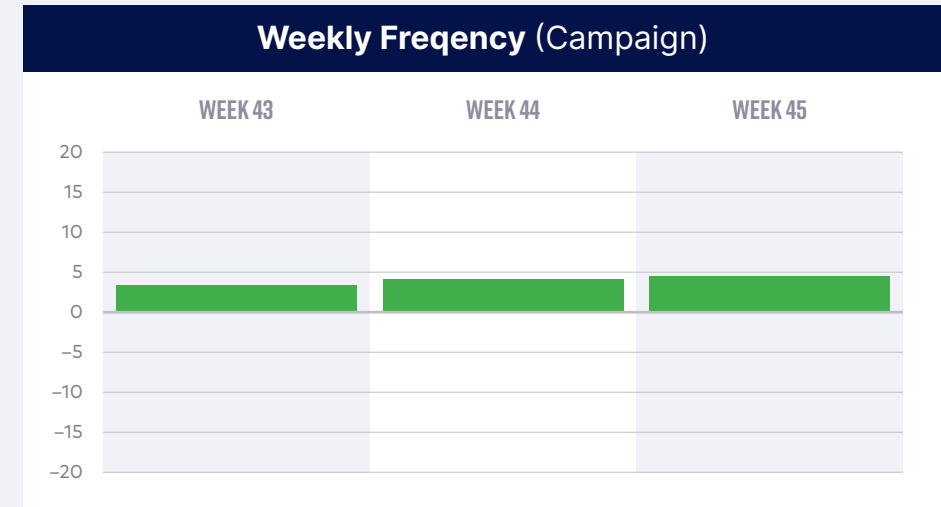
- The base index is a seasonality adjusted weekly index based on a basket of representative locations.
- Typically, monthly values vary from the BI up to $\pm 9.1\%$ (MoM), with two high seasons: Mar-May and Sep-Nov



WEEKLY FREQUENCY (CAMPAIGN)

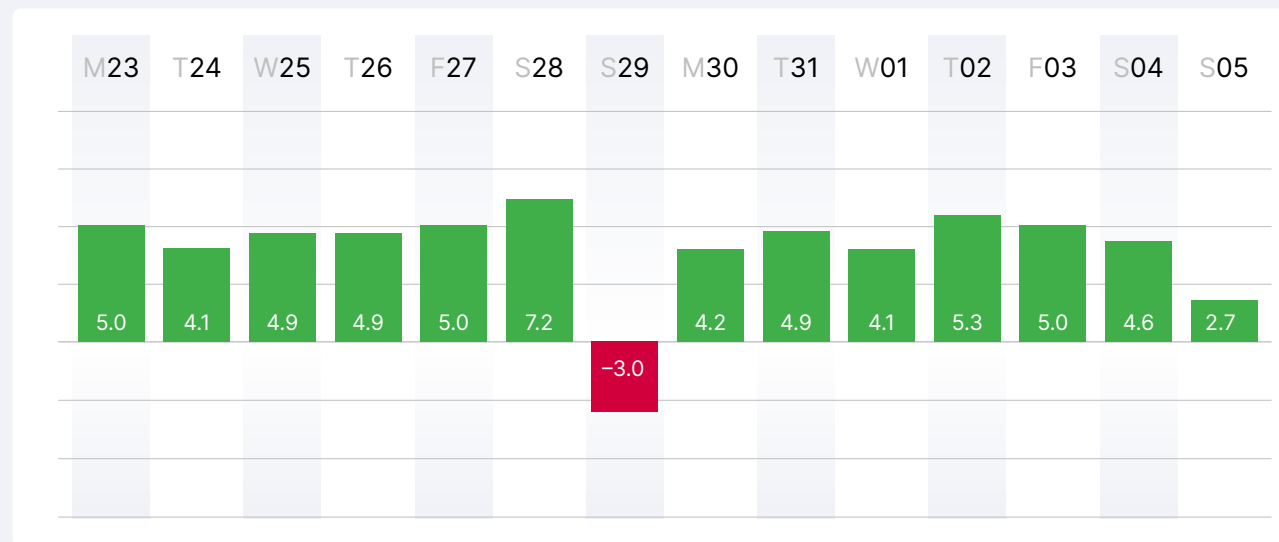
- The weekly frequencies are representing the percentage difference between the observed and the base-frequency (bars).
- The campaign had a slightly **higher** weekly frequency

4,2%

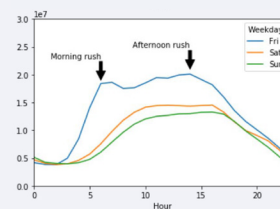
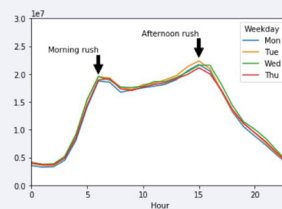


DAILY FREQUENCY (CAMPAIGN)

- The shown daily frequency represents the daily difference-% between the evaluated and the base-frequency (bars).
- The campaign mostly had a slightly **higher** daily frequency



4,2%

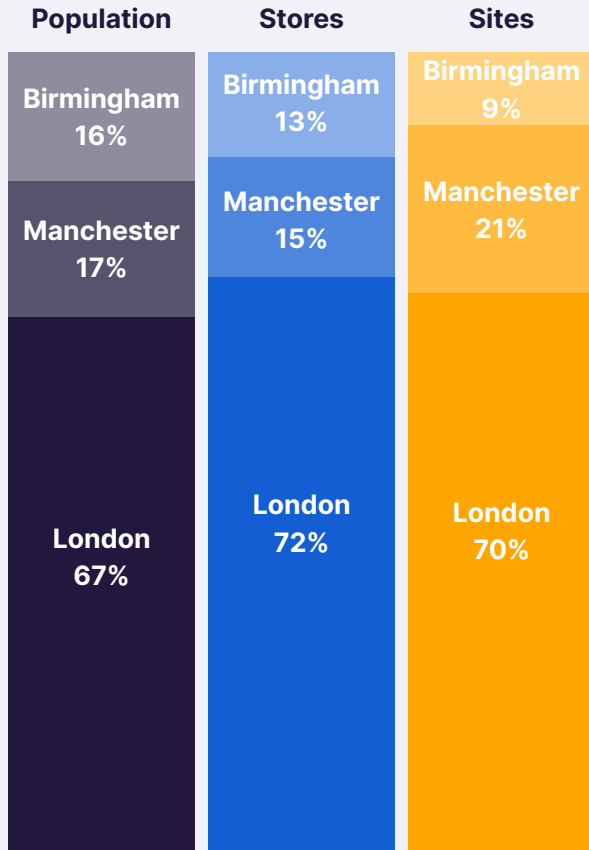


ALLOCATION

- Allocation by City
- Location Ranking



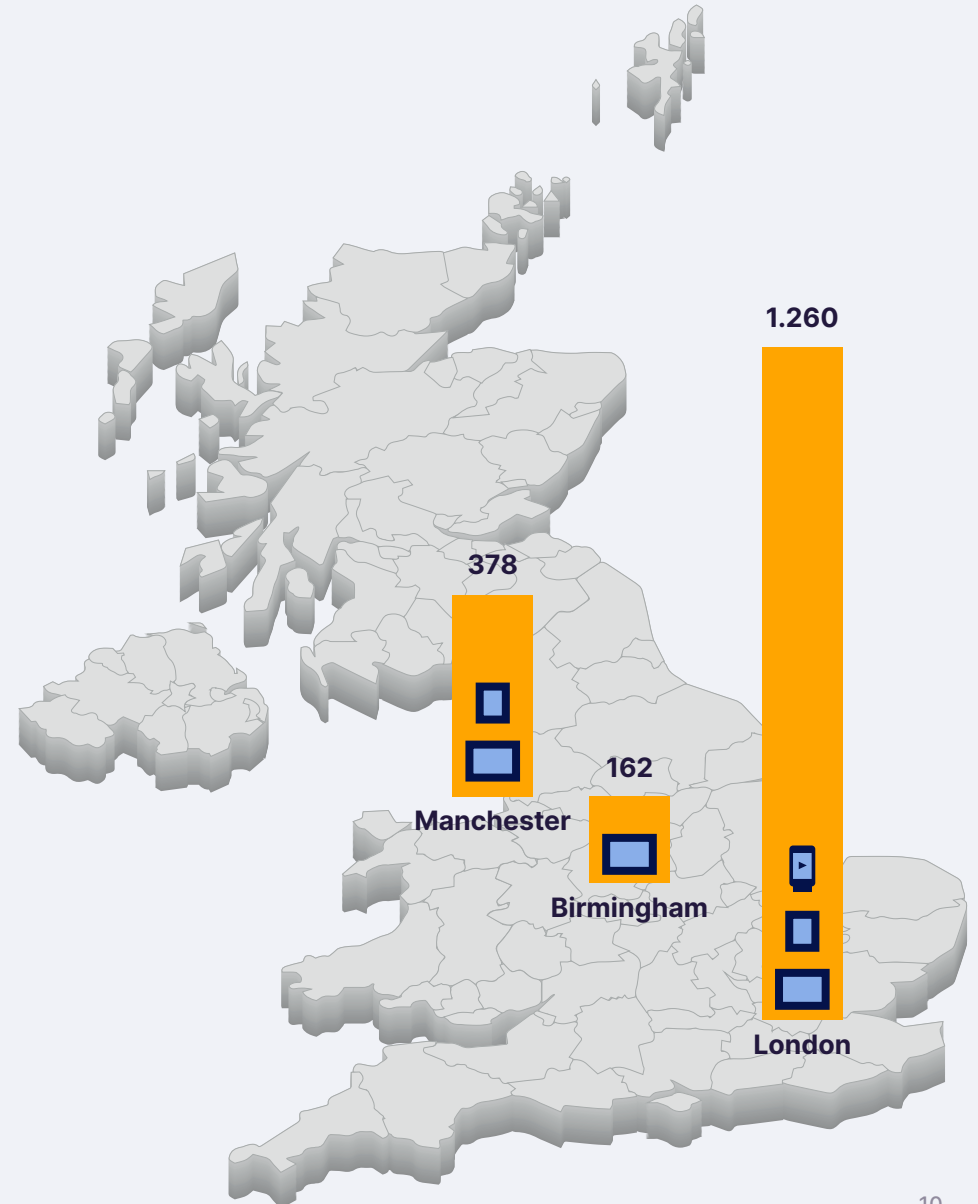
ALLOCATION BY CITY



→ The charts on the left show the **population**, the **stores** as well as the **booked sites** by city in %

→ The chart on the right shows the **total booked site** by city

→ **Birmingham** was slightly under-represented based on the amount of booked sites



LOCATION RANKING

Rank	Location	Location-Rank	Score
01	Oxford Street, London	T	+36%
02	Carnaby Street London	T	+32%
03	Piccadilly Circus, London	T	+28%
04	Carnaby Street London	T	+27%
05	Market Street, Manchester	M	+24%

DOWNLOAD TOTAL RANKING

RESULTS

- Results Total
- Results Total OOH & DOOH
- Media vs. Impressions vs. Cost
- Campaign Results



RESULTS TOTAL

Base

11.485.000

Impressions

Result

11.937.000

Impressions

The campaign was 3,9% better than expected.

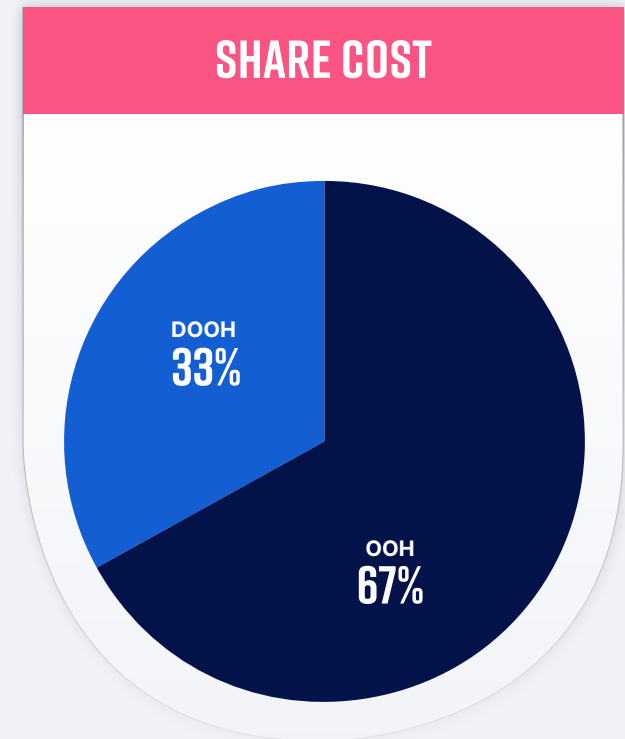
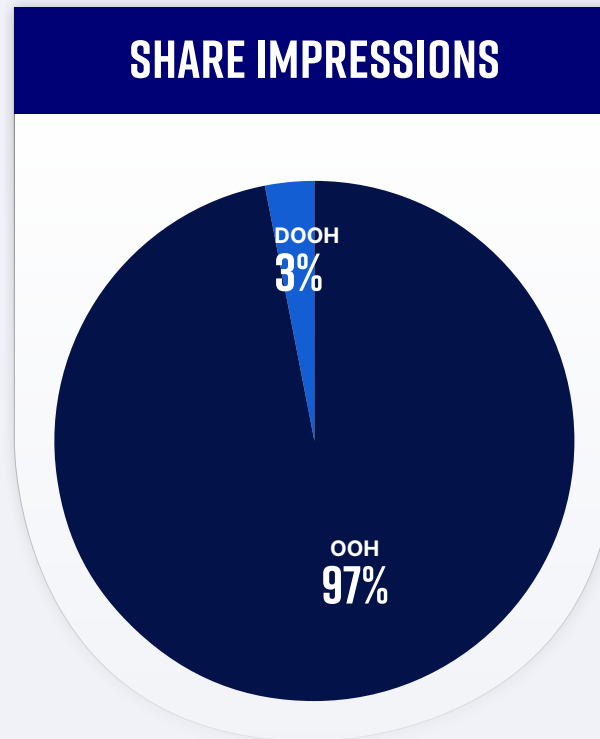
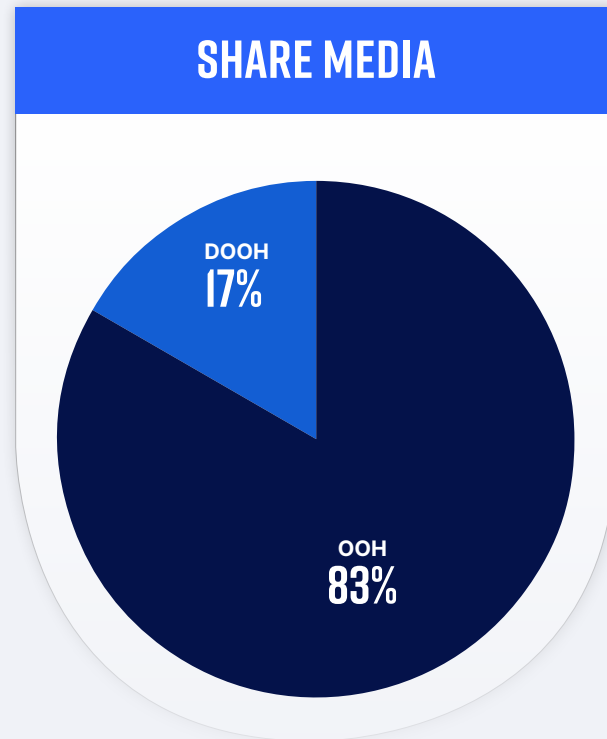
Values rounded

RESULTS TOTAL (OOH & DOOH)

Media	Sites	Base	Measured	To base	Cost	CPM
OOH	1.600	10.566.000	11.579.000	9,6%	700.000	60,5
DOOH	200	919.000	358.000	-61%	90.000	251,4
Gesamt	1.800	11.485.000	11.937.000	3,9%	790.000	66,2

Values rounded

MEDIA vs IMPRESSIONS vs COST



CAMPAIGN RESULTS

KPI	
Metrics	Result
Gross Contacts	11.937.000
Net Contacts	731.000
Reach	89,90
OTS	16,33
GRP	1.468

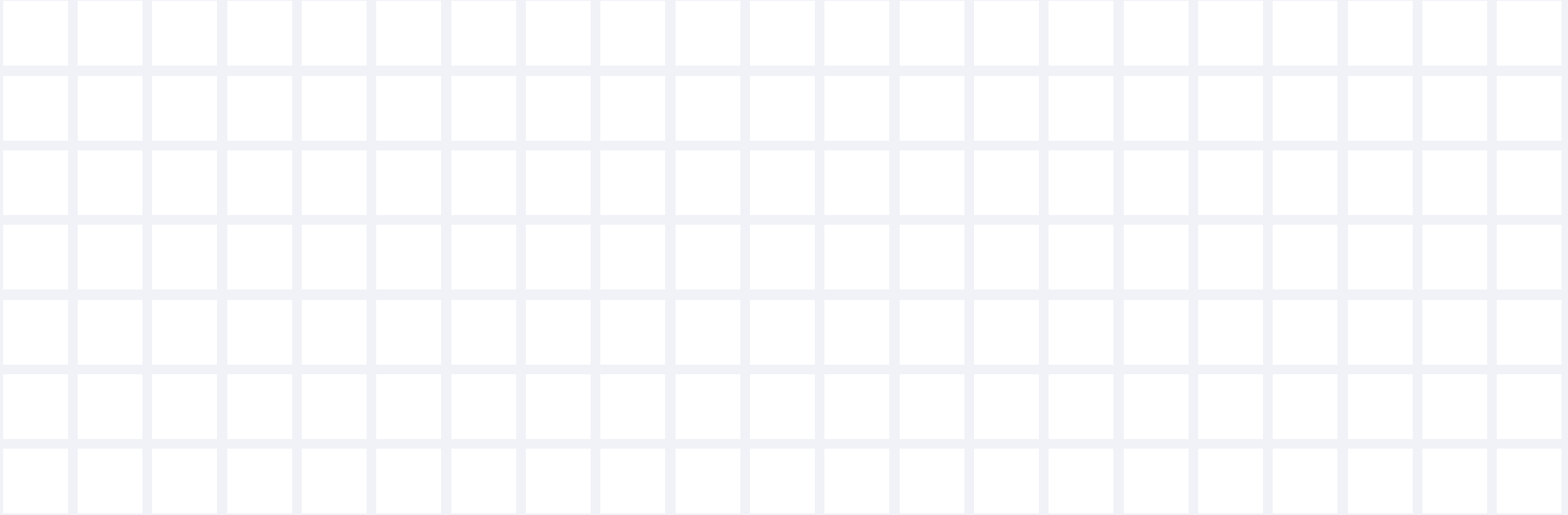
DEMOGRAPHICS		
Age Group	Male	Female
Age (0-18)	10,20%	10,80%
Age (19-39)	17,20%	19,00%
Age (40-64)	14,30%	14,80%
Age (65+)	6,30%	7,40%
Total	48%	52%

ORIGIN	
Zip Code	%
E1 0AA London	12%
NW1 0AU London	9%
EC4N 1SA London	6%
M1 1AN Manchester	2%
more	

Values rounded

DOWNLOAD CAMPAIGN RESULTS

EVIDENCE PICTURES



[DOWNLOAD EVIDENCE PICTURES](#)

DISCLAIMER

This sample report contains anonymized samples with randomly generated results.



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